

## ABSTRACT

The invention relates to materials and methods useful for controlling the unwanted spread of transgenic traits. The methods involve a male-sterile female containing a  
5 transgene for a desired trait and a transgene causing seed infertility. The methods also involve a male-fertile plant carrying a transcription activator that activates expression of both transgenes carried by the male-sterile female. Pollination of the male-sterile female by a male-fertile plant activates expression of both transgenes in the female. The resulting seeds express the gene product of the desired trait and are infertile.

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